

Laundry Care in Ecuador

Market Direction | 2024-02-22 | 20 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Laundry detergents performed well in 2023 thanks to the return to face-to-face school and frequent uniform washing, with stronger value than volume growth due to price increases. The challenging economic environment, political situation and escalating security issues on top of price rises have encouraged spending caution among consumers and a consequent shift to from liquid powder detergent. Powder detergent is seen as a more economical choice due to its longer-lasting properties and cost-effici...

Euromonitor International's Laundry Care in Ecuador market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Laundry Care market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

reliable information resources to help drive informed strategic planning.

Table of Contents:

Laundry Care in Ecuador

Euromonitor International

February 2024

List Of Contents And Tables

LAUNDRY CARE IN ECUADOR

KEY DATA FINDINGS

2023 DEVELOPMENTS

Powder detergent benefits from its affordability and versatility

Bar detergents suffer a strong price increase

Laundry aids see a strong recovery as life returns to normal

PROSPECTS AND OPPORTUNITIES

Private label expected to gain further ground over the forecast period

Multiple use of powder detergent is a key determinant of growth

Powder and bar detergents hampered by already high penetration, whilst laundry aids have a promising future

CATEGORY INDICATORS

Table 1 Household Possession of Washing Machines 2018-2023

CATEGORY DATA

Table 2 Sales of Laundry Care by Category: Value 2018-2023

Table 3 Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 4 Sales of Laundry Aids by Category: Value 2018-2023

Table 5 Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 6 Sales of Laundry Detergents by Category: Value 2018-2023

Table 7 Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 8 NBO Company Shares of Laundry Care: % Value 2019-2023

Table 9 LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 10 NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 11 LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 12 NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 13 LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 14 Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 15 Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

HOME CARE IN ECUADOR

EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 16 Households 2018-2023

MARKET DATA

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 17 Sales of Home Care by Category: Value 2018-2023

Table 18 Sales of Home Care by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Home Care: % Value 2019-2023

Table 20 LBN Brand Shares of Home Care: % Value 2020-2023

Table 21 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 22 Distribution of Home Care by Format: % Value 2018-2023

Table 23 Distribution of Home Care by Format and Category: % Value 2023

Table 24 Forecast Sales of Home Care by Category: Value 2023-2028

Table 25 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Laundry Care in Ecuador

Market Direction | 2024-02-22 | 20 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-10
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com